

# AMD Duron™ Processor

**AMD's New Workhorse Processor for  
Value Desktop Systems**



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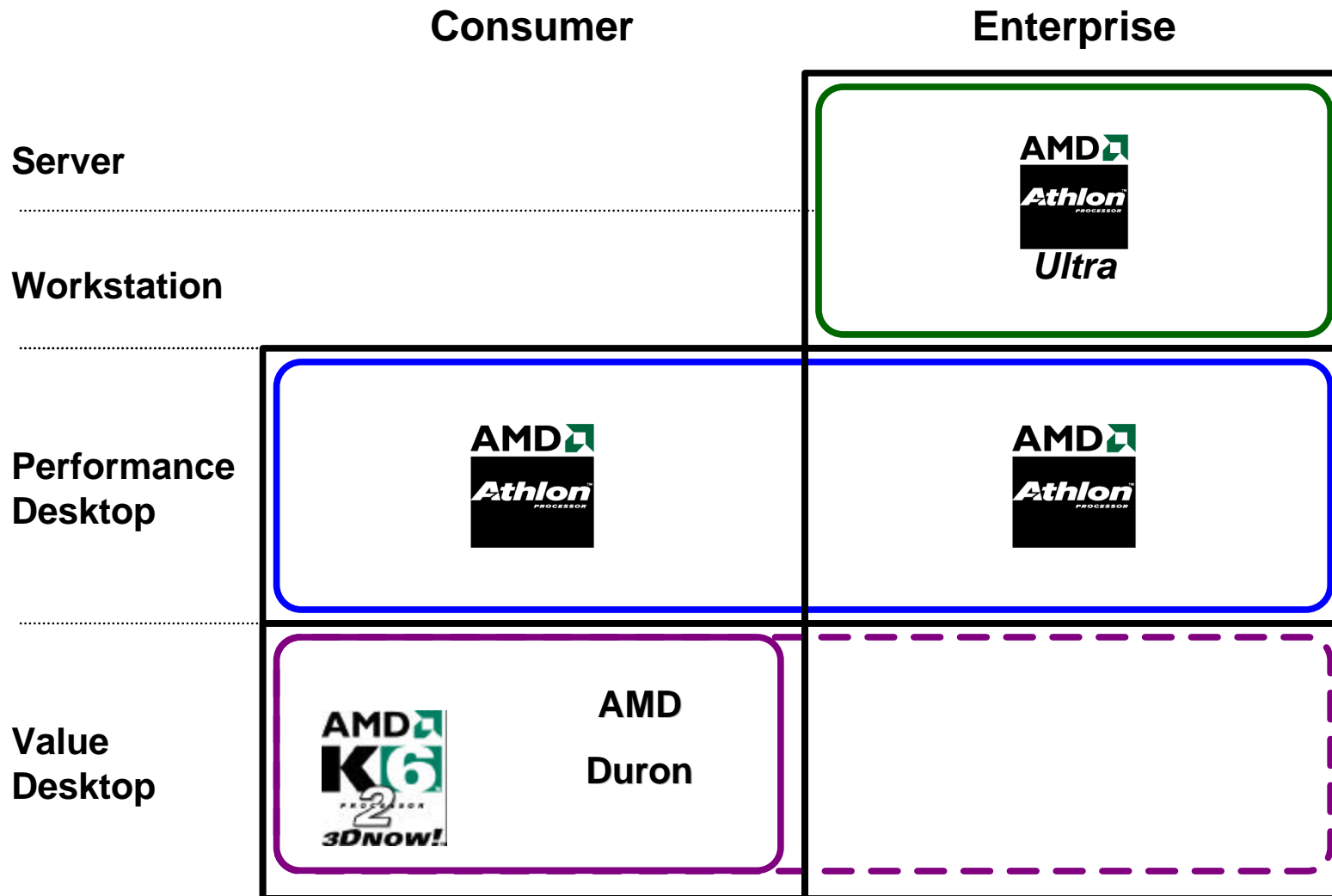
# AMD Duron™ processor

**AMD has selected the name AMD Duron™ as the brand name for its new family of processors.**

**The AMD Duron™ processor is specifically designed to provide an optimized solution for value conscious business and home users.**



# Brand Map



# AMD Duron™ processor

Designed to prolong the life of the buyer's investment by accommodating new and more sophisticated applications, the AMD Duron™ processor will have the capability and flexibility to meet the computing needs of value conscious buyers.

- From Latin “durare”, meaning “to last” and “-on”, meaning “unit”
- Suggests
  - Lasting, Dependable, Stable, Reliable
- Short and easy to pronounce across a wide variety of languages



# AMD Duron™ processor

The AMD Duron™ processor will aggressively compete against the Intel Celeron processor.



# Brand Positioning

## Performance PC

- Enabling the ultimate computing experience
- Leading edge processor



VS.

Willamette?  
Late '00

VS.

Pentium® III

## Value PC

- Optimized solution for value conscious business and home users
  - Innovative design prolonging the life of the buyers' investment for years to come
  - Aggressively compete against Celeron in performance
- 
- Sustained competitive posture

AMD  
Duron™

VS.



VS.

Celeron



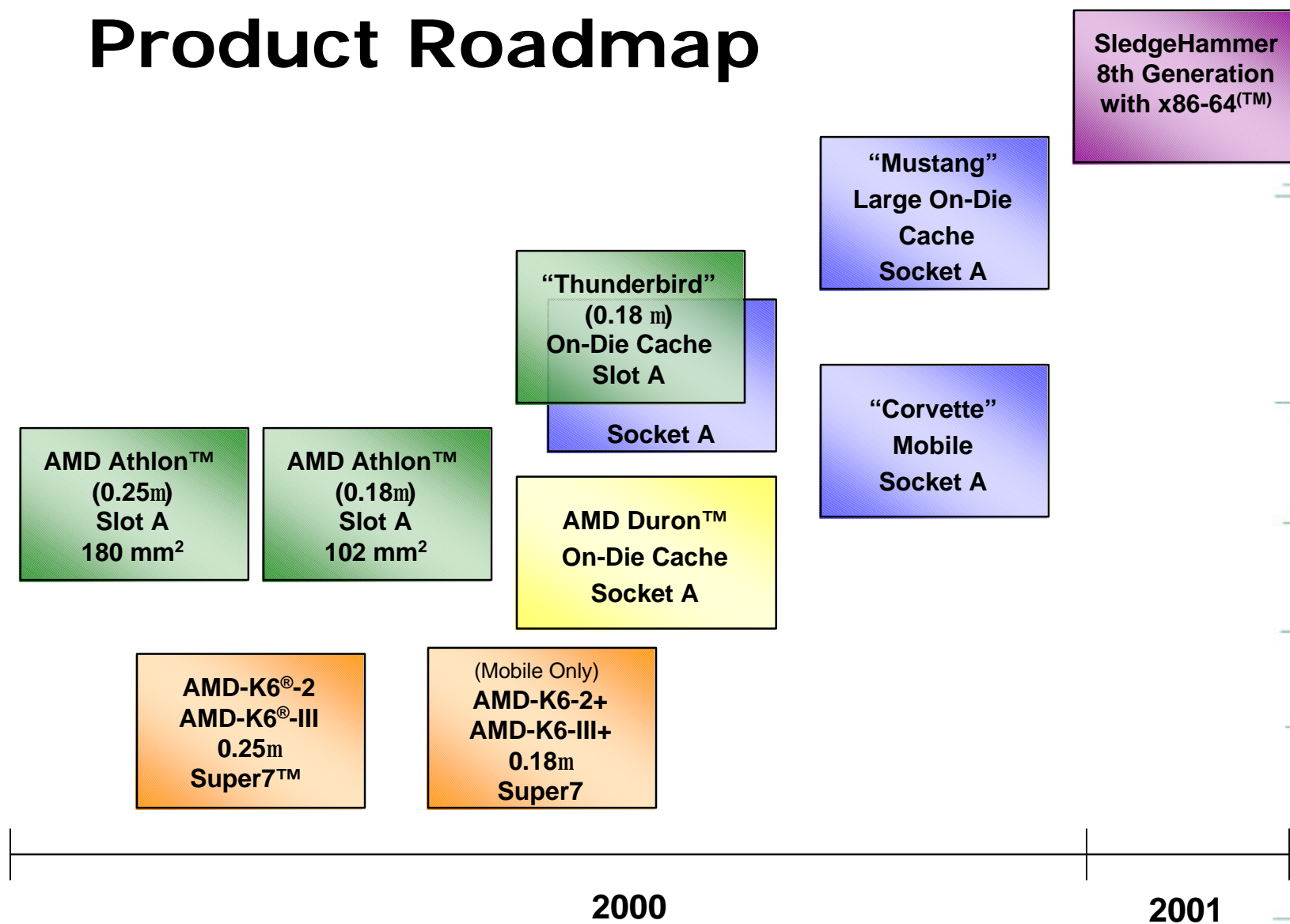
# AMD Duron™ processor

Shipments of the AMD Duron™ processor are planned to begin in June.





# Product Roadmap



# Summary

- **AMD has selected the name AMD Duron™ as the brand name for its new family of processors.**
- **The AMD Duron™ processor is specifically designed to provide an optimized solution for value conscious business and home users.**
- **Designed to prolong the life of the buyer's investment by accommodating new and more sophisticated applications, the AMD Duron™ processor will have the capability and flexibility to meet the computing needs of value conscious buyers today and tomorrow.**
- **The AMD Duron™ processor will aggressively compete against the Intel Celeron processor.**
- **Shipments of the AMD Duron™ processor are planned to begin in June.**

